

Message Text

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SUBJ: MULTI-COMPANY BSP FINAL REPORT

1. WEEK-END USA, MULTI-COMPANY BSP

2. USTC MILAN NOVEMBER 30 - DECEMBER 3, 1974

3. FORTY EXHIBITORS

4. SALES DURING SHOW: \$17,950

5. SALES PROJECTED NEXT 12 MONTHS:

A) NTM - \$170,000

B) OTM - \$1,368,000

C) TOTAL 1,538,000

6. NA

7. NA

8. NA

10. 3471 VISITORS

11. A) SIMCO LEATHER CO., CHATTANOOGA, TENN. NTM. EXHIBITED

SADDLES AND RIDING EQUIPMENT. ON FLOOR SALES \$3000.

PROJECTED 12 MONTH SALES \$50,000. WROTE LUCA RAMELLA,

DIRECTOR OF SIMCO ITALIANA: "TOP-NOTCH ORGANIZATION

AND A PUBLIC REALLY INTERESTED. HAS REALLY SURPASSED

EVERY PREVISION OF PROMOTION AND IMMEDIATE SALES." CLEARED

B) BENDIX HOME SYSTEMS DIV., BENDIX, NEW YORK, N.Y. OTM.

EXHIBITED CARAVANS. PROJECTED INCREMENTAL SALES OF \$75,000.

G. MASINI OF BENDIX HOME SYSTEMS OF ITALY WROTE: "OUR

PRODUCT WAS KNOWN TO THE MARKET. HOWEVER, REPRESENTING IT

UNDER THE AMERICAN BANNER MADE ALL THE DIFFERENCE. IT

BECAME MORE ACCEPTABLE AND INTERESTING." CLEARED

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12. WEEK-END USA EXHIBITION, FOLLOWING ON SUCCESSFUL HEELS OF

APRIL 74'S "DO-IT-YOURSELF" SHOW, WAS MTC'S SECOND ATTEMPT AT MILTI-COMPANY BSP AND FIRST SHOW ENTIRELY DEVOTED TO LEISURE AND RECREATION EQUIPMENT AND CLOTHES. THE MTC MOUNTED THIS EXHIBITION BECAUSE WE WERE CONVINCED THAT ITALY REPRESENTS A SUBSTAINTIAL AND GROWING MARKET FOR U.S. CONSUMER GOODS AND BECAUSE WE WERE RECEIVING INCREASING PRESSURE FROM LOCAL AGENTS AND BRANCH OFFICES TO, IN THE WORDS OF THE PRESIDENT OF BLUE BELL WRANGLER ITALIANA, "FINALLY DO SOMETHING FOR THOSE OF US IN THE CONSUMER GOODS FIELD."

MTC INITIATIVE PROVED LARGE SUCCESS, IN TERMS OF PUBLIC REACTION TO SHOW, WHICH WAS MOST ENTHUSIASTIC, PRESS COVERAGE AND INTEREST WHICH WAS BEST IN RECENT MEMORY AND EXHIBITOR REACTION, ALL OF WHOM EXTREMELY SATISFIED WITH RESULTS OF SHOW.

TWO SPECIAL EVENTS WERE PUT ON IN CONNECTION WEEK-END SHOW. MTC HAD AFTERNOON SHOWING OF USIS FILMS IN CONFERENCE ROOM ON TRAVEL AND LIFE IN AMERICA. FILM SHOWINGS PROVED ENORMOUS SUCCESS WITH SRO AUDIENCES WAITING ON LINE TO ENTER. BECAUSE OF PUBLIC DEMAND WE HAD TO REPEAT SHOWINGS TO ACCOMODATE AUDIENCES.

MORNING DECEMBER 2 DEVOTED TO BUYERS AND HIGHLIGHTED BY FASHION SHOW OF CASUAL CLOTHING ANOTHER MTC FIRST, PRESENTED BY LEVI STRAUSS, MONSANTO AND BLUE BELL WRANGLER. HEAVY PRESS INTEREST IN THIS SHOWING WITH ARTICLES IN MILAN DAILY PRESS AND FULL COVERAGE BY LOCAL EDITIONS OF VOGUE AND HARPER'S BAZAAR. SHOW WAS PROMOTED PRIMARILY TO MILAN AUDIENCE THROUGH DIRECT MAILING, POSTERS AND GOOD PRESS CAMPAIGN WHICH WAS ENCOURAGED BY THEME NOVELTY. DESPITE THE TALK IF CRISIS IN THE ITALIAN ECONOMY, THE SUCCESS OF THIS SHOW CONVINCED US THAT LOMBARDY AUDIENCE WE ATTRACTED HAS SIGNIFICANT SIZE AND BUYING POWER, AND THAT THERE EXISTS A GOOD MARKET FOR U.S. CONSUMER GOODS OF PRACTICALLY ALL TYPES. IN VIEW OF ENTHUSIASTIC BUYER AND PUBLIC REACTION, ALL EXHIBITORS ASKED FOR REPETITION OF SHOW ON SIMILAR THEME NEXT YEAR.FINA

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